PRESS INFORMATION

**ENJOY SAFETY MADE IN SOLINGEN.**

**EXPERIENCE MARTOR AT THE 2014 EISENWARENMESSE (INTERNATIONAL HARDWARE FAIR).**

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**MARTOR goes Heavy Metal. Experience the experts for safer cutting from 09th – 12th March at the International Hardware Fair in Cologne. Once again after many years, MARTOR will attend the fair with its own booth, aiming to inspire dealers for its product range.**

MARTOR is the leading international partner for safe cutting solutions. The Solingen-based family company has been associated with innovation in the manufacture of premium cutting tools for industrial and professional purposes for more than 70 years. Today, the MARTOR brand is represented by partners and dealers in more than 70 countries around the world.

MARTOR focuses primarily on the safety knife industry. They are “safety knives” because they are equipped with TÜV-tested safety technologies. Over the years, MARTOR has continued to expand its product portfolio and its target group-specific services in order to offer its customers the highest possible level of comfort and efficiency in all things related to cutting. Large commercial enterprises, logistics providers and automotive groups, to name but a few, have not only professionalised their manual cutting work with MARTOR, but have also reduced the number of cutting accidents to a minimum.

Each year, MARTOR generally brings two or three new products to the market – most recently the particularly handy SECUNORM 175 box opener and the innovative SECUMAX 350 with a changeable cartridge and concealed blade. The high quality safety knives which are equipped with Solingen quality blades are suitable for a variety of cutting applications and materials, such as multi-layer cardboard, paper, plastic strapping, adhesive tape, bagged goods, foils and film-welded pallets.

In addition to this, MARTOR also offers further product categories such as cutters (fixed and snap-off knives) and special knives (scalpels, deburring knives, scrapers etc.) as part of a wide range catering for the most varied of industries.

You can get a detailed overview of the diverse MARTOR product world at the International Hardware Fair from 9 to 12 March 2014 in Cologne. At stand 080, corridor L in hall 10.1, you will also be able to find the MARTOR test station, where you will be able to put all of the cutting tools through their paces.

“Enjoy Safety made in Solingen” is the new MARTOR claim, which is symbolic of the company’s new brand presence. You will enjoy this safety not only as an end user but also as a trade partner, as you will always be able to rely on the quality standards of the market and innovation leader.

You can find more information on the home page at **www.martor.com**

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